

Target audience

Demographic 3	Location 3	Psychographic 5	Identifiers 3	Preferred channels 3	Preferred content types 3
Age range: 23-35	Mexico	Values intelliget diligences	Lawyer	Internet	Agile content
Gender: male 50%, female 50%	Mexico City	Values privacy	Independent	Social networks	Non repetitive info
Job title: lawyer	State of Mexico	Values simplicity	Face to face clients	Connectivity with colleagues	Relevant news
		Dislikes repetitive tasks			
		Dislikes delegating responsibilities to third parties			